

Multiple Ownership Study

Applicant: Fisher Radio Regional Group, Inc.

Proposed Station and Community: KUUS(FM) Vaughn, MT

County of License: Cascade County

BIA/Arbitron Market: No

Type of Ownership Study: Modified Contour Overlap Method

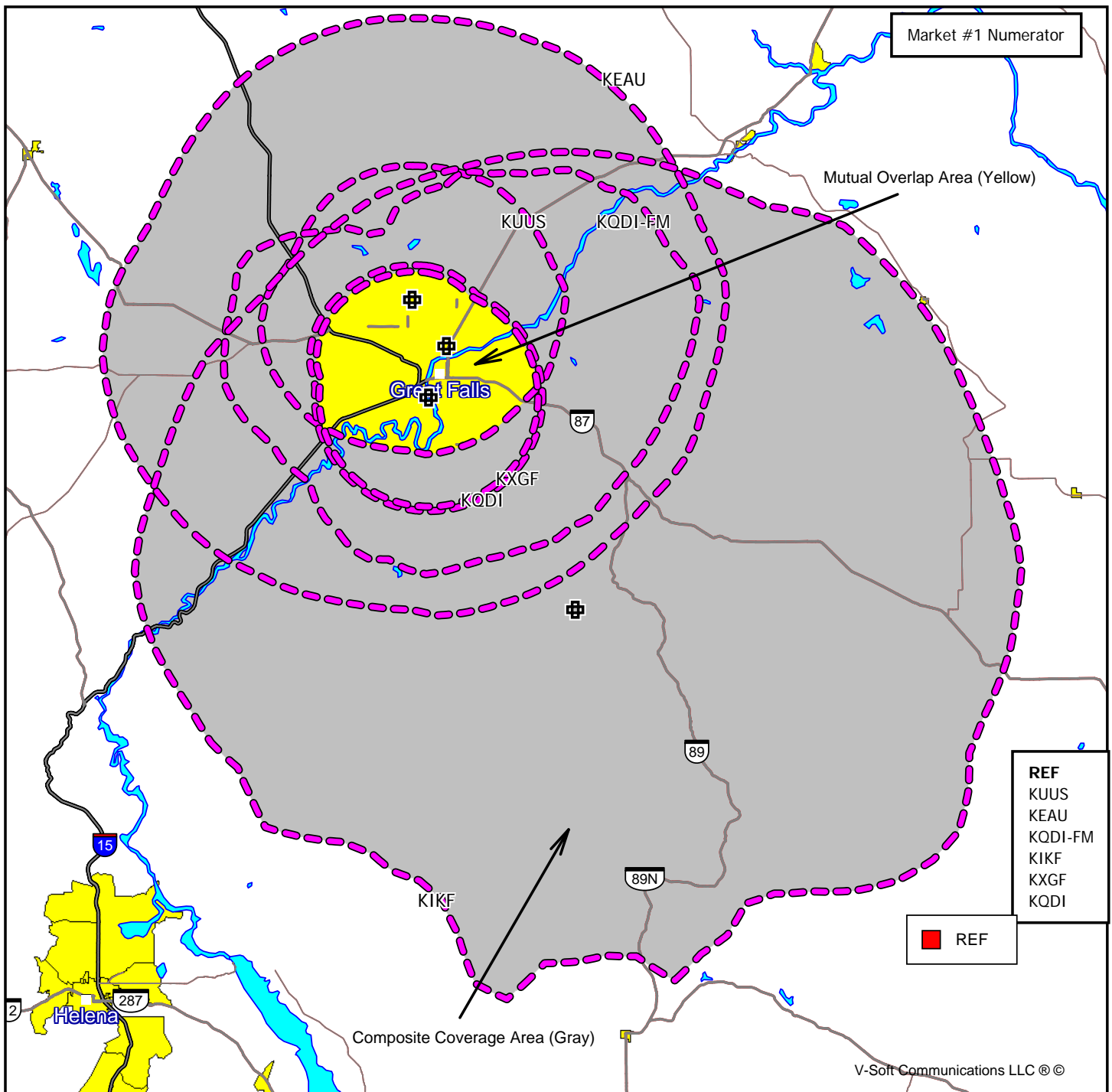
Number of Mutual Overlap Markets: 1

By this application, Fisher Radio Regional Group, Inc. (“Fisher”) and The Montana Radio Company, LLC (“TMRC”), propose the exchange of Fisher’s KINX(FM) for TMRC’s KUUS(FM). In a separate assignment of license filing, TMRC has proposed the assignment of KEAU(FM) to Fisher. Due to the fact that the KEAU assignment has been filed separately from the instant KINX/KUUS exchange, the possibility exists that the instantly proposed KUUS/KINX exchange may consummate prior to the KEAU assignment. However, while the KEAU(FM) assignment is pending, TMRC and Fisher have agreed to enter into a Time Brokerage Agreement so that Fisher may broker time immediately on KEAU(FM). Therefore, the instant multiple ownership study shall evaluate Fisher’s proposed ownership in KUUS assuming its new attribution in KEAU(FM).

The Community of License for the station subject to this study is not located in a county which BIA and Arbitron define as being part of an Arbitron Metro nor has the station appeared “above the line” in any Arbitron Ratings as reported by BIA in the previous two years. Therefore, the Modified Contour Overlap Method shall be employed to demonstrate multiple ownership compliance with Section 73.3555.

Market #1:

The attached map entitled “Market #1 Numerator” depicts the principal community contours of those stations that are commonly attributable to the Applicant forming Market #1. The area shaded gray on this map constitutes the Composite Overlap Area of all stations attributable to the Applicant in Market #1. The area-shaded yellow constitutes the Mutual Overlap Area of the commonly attributable stations in Market #1.



Numerator: 2 AM and 4 FM

Denominator: 20 Stations

Complies with Section 73.3555.

Scale 1:928,270

0 10 20 30 km

Numerator Stations in Mutual Overlap Market #1: 2 AM and 4 FM

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
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KUUS*		APP/LIC	269/280	M	C3	Vaughn	MT	No	3.5
KEAU		LIC	274	M	C1	Fairfield	MT	No	100.0
KQDI-FM		PRO	291	M	C1	Highwood	MT	No	100.0
KIKF-FM		LIC	285	M	C	Cascade	MT	No	94.0
KQDI			1450			GREAT FALLS	MT		
KXGF			1400			GREAT FALLS	MT		

*KUUS(FM) has filed Form 301 to substitute Channel 269C3 for 280C3 at its currently licensed site. Since that application is merely for a channel substitution, there is no change in coverage between the licensed and proposed facilities. As such, a grant of that modification will have no implication on the instant multiple ownership study.

The attached map entitled “Market #1 Denominator” depicts the principal community contour overlaps of the stations included in the Denominator listed below. Each Denominator station is a full-power radio station whose principal community contour overlaps or intersects the Composite Overlap Area of Market #1 and each station has its transmitter site located within 92 kilometers from the perimeter of the Numerator’s Mutual Overlap Area of the commonly attributable stations that define Market #1. Any stations which are commonly attributable with the Applicant and do not define Market #1 are not included in the Denominator. Commercial and noncommercial stations have been counted in the Denominator.

Denominator Stations in Mutual Overlap Market #1: 20 Stations

Call	Sign	Lic	Chan.	Svc	Cls	City	ST	DA	Power
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KUUS		APP/LIC	269/280	M	C3	Vaughn	MT	No	3.5
KEAU		LIC	274	M	C1	Fairfield	MT	No	100.0
KQDI-FM		PRO	291	M	C1	Highwood	MT	No	100.0
KIKF-FM		LIC	285	M	C	Cascade	MT	No	94.0
KQDI			1450			GREAT FALLS	MT		
KXGF			1400			GREAT FALLS	MT		
KGFC		LIC	205	M	A	Great Falls	MT	No	6.0
KGPR		LIC	210	M	C3	Great Falls	MT	No	9.5
KGFA		LIC	214	M	A	Great Falls	MT	No	2.3
KAFFH		LIC	218	M	A	Great Falls	MT	No	1.0
KFRW		LIC	220	M	C2	Great Falls	MT	No	50.0
KLFM		LIC	225	M	C1	Great Falls	MT	No	100.0
KTZZ		LIC	229	M	C1	Conrad	MT	No	100.0
KMON-FM		LIC	233	M	C1	Great Falls	MT	No	100.0
KVVR		LIC	250	M	C1	Dutton	MT	No	100.0
KAAC		LIC	255	M	C1	Great Falls	MT	No	100.0
KLSK		LIC	262	M	C1	Great Falls	MT	No	100.0
KVCM		LIC	276	M	C1	Helena	MT	No	30.0

KEIN
KMON

1310
560

GREAT FALLS MT
GREAT FALLS MT

In a radio market with between 15 and 29 (inclusive) full-power, commercial and noncommercial radio stations, the Applicant may not be commonly attributable to more than 6 commercial radio stations in total and not more than 4 commercial stations in the same service (AM or FM).

Therefore, the proposal complies with Section 73.3555 in Market #1.

